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John Stephen McGroarty

FRESNO COUNTY

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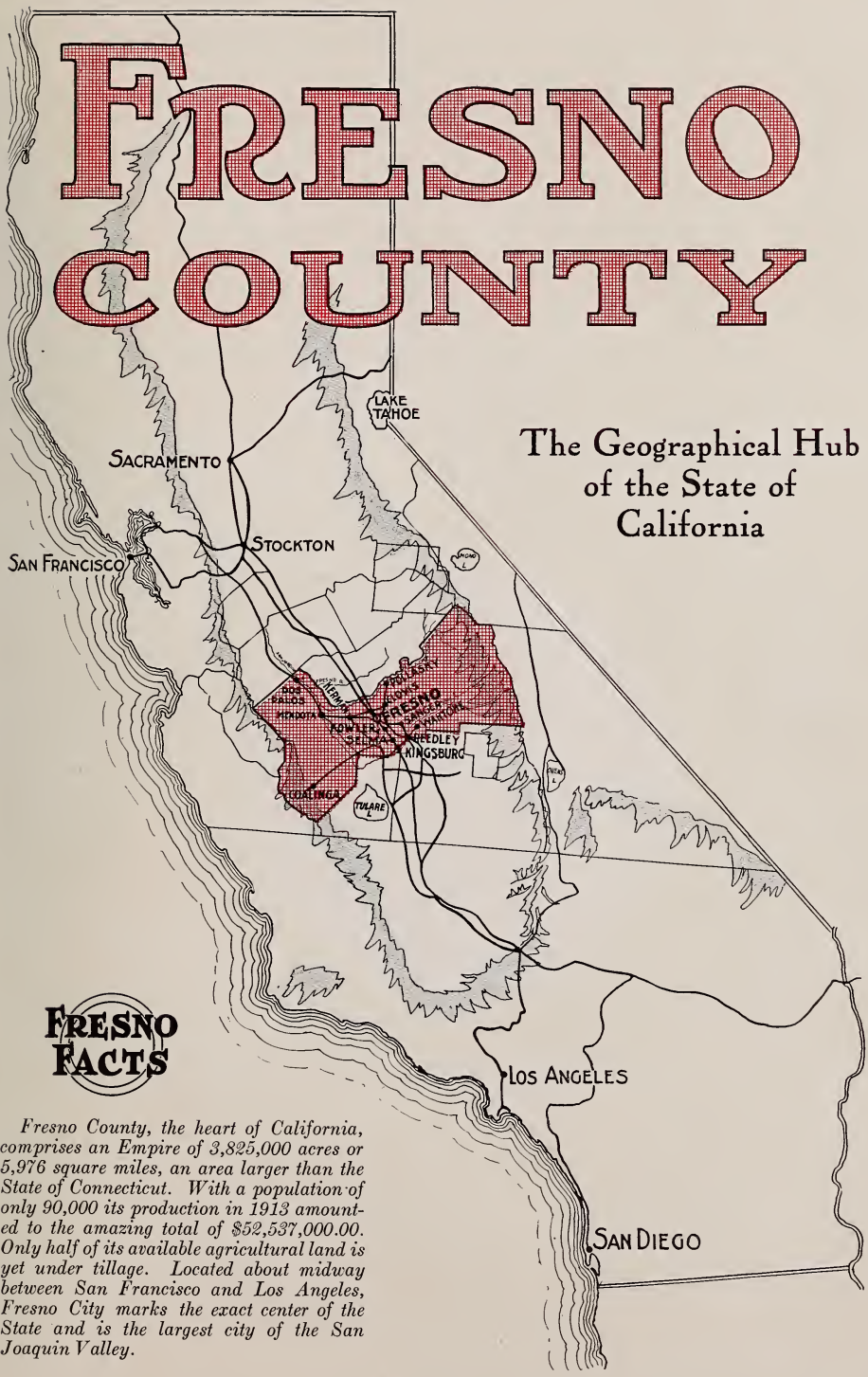
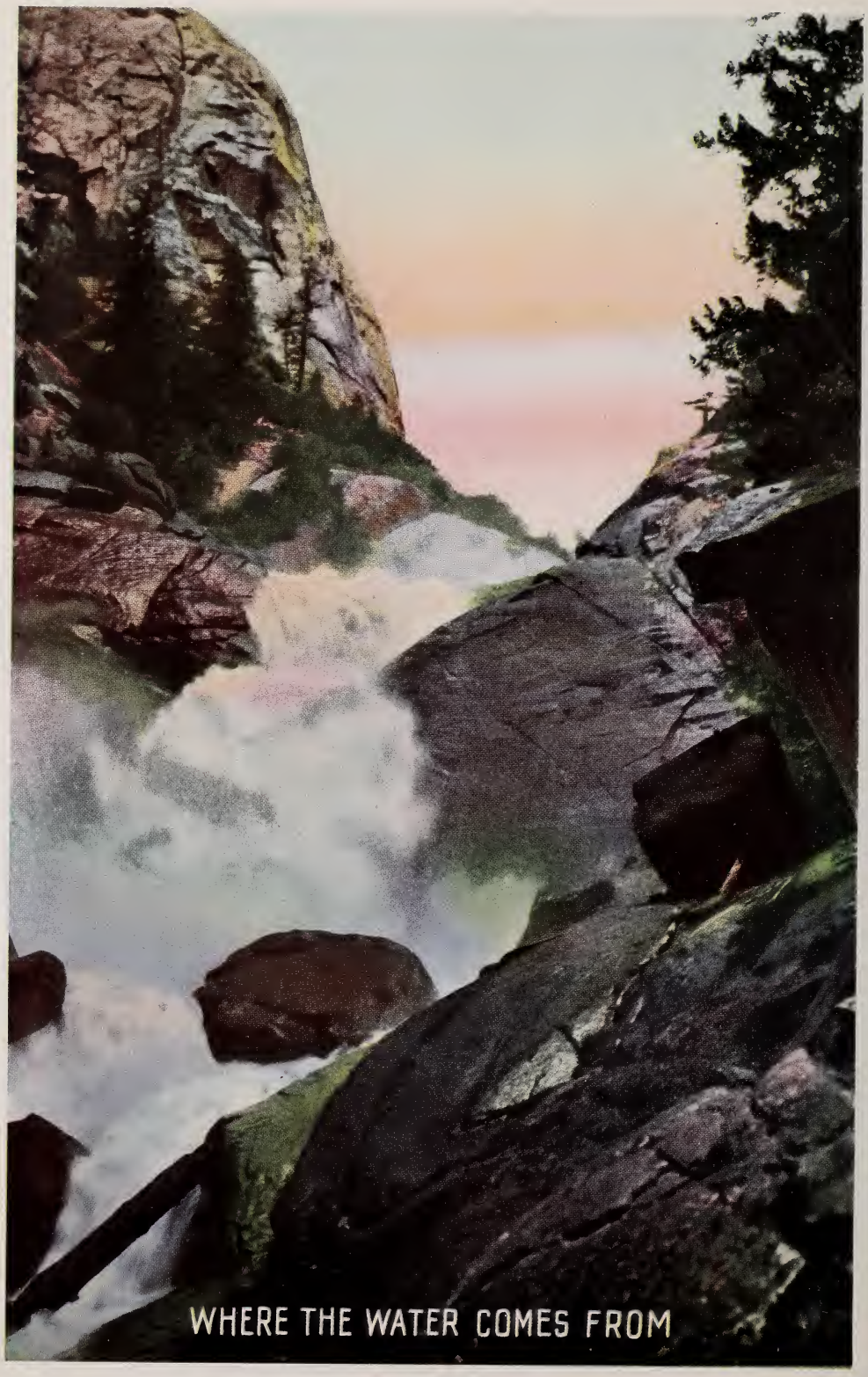


The Geographical Hub of the State of California

FRESNO FACTS

Fresno County, the heart of California, comprises an Empire of 3,825,000 acres or 5,976 square miles, an area larger than the State of Connecticut. With a population of only 90,000 its production in 1913 amounted to the amazing total of $52,537,000.00. Only half of its available agricultural land is yet under tillage. Located about midway between San Francisco and Los Angeles, Fresno City marks the exact center of the State and is the largest city of the San Joaquin Valley.


WHERE THE WATER COMES FROM

FRESNO COUNTY

BY JOHN STEVEN McGROARTY

IN THE golden heart of California lies the great, sun-swept Valley of the San Joaquin. In the heart of that Valley—heart of the heart of California—lies Fresno, a name sung from the melody of the old Castilian dreams.

Once it was a place of wild grasses, the haunt of the lordly elk and the soft-skinned antelope, of wandering tribes of Indian hunters and fighting men, a place of plenty from the hand of God, watered by serene and silvery rivers and the rush of sometime mountain streams in whose shifting sands gleamed the flame of yellow gold.

Today it is more than ever a place of plenty, albeit the elk and antelope are no more, and the Indian sits with only the remnant of his race at lone campfires, few and far between, in the hush and silences of the high Sierras that are called the "Mountains of the Snows."

The pioneer Franciscan Padres who drove the first stakes of the white man's civilization in California did not include the San Joaquin Valley in their scheme of religious, civil and commercial conquest. But that they would have done so at a later day there can be no doubt. Not only were there Indians in the great Valley, but they were the best specimens of the race in California and approached nearest to the splendid types of the Indians of the plains of the mid-west. And it was

FRESNO FACTS

The Indian tribes of Fresno County were for the most part of a peaceful nature. Notwithstanding this general attitude the first white settlers at Millerton were attacked several times and it became necessary to establish a garrison of soldiers for the protection of the miners. Of the original several thousand members of the Chookchancy and Mono tribes that inhabited the county, only a few hundred remain.

FRESNO COUNTY

Indians the Padres sought—the souls of the heathens to be won for Christ.

It has come to pass with the swing of the centuries that a newer race now holds the vast, wide stretches of the San Joaquin. Between the Sierra Nevada on the East and the Coast Range on the West, and between Stockton's gateway at the North and the gateway of the South at Bakersfield, this greatest of all the valleys of the world in which the ancient empires of history could be set with room to spare, has been made to blossom as the rose, and to shine as emerald in the sun.

Upon the Valley of the San Joaquin is now the touch of living waters, harnessed in the hills and trained to flow wherever the mind of man so wills. Green pastures are now where the wild grasses turned immemorially brown in the youth of the year. Orchards bloom where once was desert waste. And, where of old, the infrequent Indian rancheria stood, are now bright cities crowding the golden miles, their spires and roof-trees and the domes of their busy marts rising like ever increasing hives with the dawn of every new-born day.

The whole vast Valley of the San Joaquin, the heart of which is the county of Fresno, will some day greet the traveler who journeys overhead in the air up its great length as a continuous garden interspersed with groves and vineyards. Indeed, the whole valley is so rapidly undergoing the change from almost limitless ranchos to comparatively small holdings where intensive farming is the rule that

FRESNO FACTS

All that remains of the original Fort Miller near Millerton, established for the protection of miners. The main fort was an adobe structure.

FRESNO COUNTY

the day when San Joaquin Valley will be as one great garden may be looked forward to by men now living.

And such a garden as it will be—so vast, so stupendous, and yet so safeguarded and so immuned from travail and danger by Nature herself. The towering mountains protect it now, and will forever do so, from winter cold and the damp and fog of summer. Its rich, deep, inexhaustible soil is watered by everlasting streams that rise and flow from the eternal snows, providing unfailingly the safest and cheapest water for irrigation. Over the rim of the western mountain range the storm may rage at sea. Beyond the Sierra Nevada on the east winter may lie white and cold. But the San Joaquin lies snug between, warm and sunny as a lover's dream.

The records left by the first white explorers and adventurers who visited the San Joaquin Valley in the early times,

FRESNO FACTS

Fresno County's remarkable and rapid development is directly attributable to its unfailing and abundant supply of water furnished at exceedingly low rates per acre and through a system of 590 miles of canals and 4,000 miles of laterals. In recent years the gas engine and electric motor have combined to make it possible at a comparatively low cost to secure water from the great underground streams, which, through wells rarely averaging over 100 feet in depth, permit the pumping of the pure crystalline water, nectar to man and also to the soil, in localities where it is not practical to obtain water from the irrigation systems.

FRESNO FACTS

The Griffith-McKenzie Building furnishes a striking illustration of the high class of construction that is making Fresno a modern city.

FRESNO FACTS

A view of Fresno's City Hall showing the result of a staunch civic pride which insists on only the best municipal buildings.

FRESNO FACTS

The Rowell-Chandler Building, another example of the character of construction being done in Fresno.

FRESNO FACTS

The Holland Building, wherein are located the principal offices of the California Associated Raisin Company, composed of 7,000 raisin growers and annually marketing 180,000,000 pounds of raisins.

following the trails that a wandering footstep blazed, are not important. Those who came before the real pioneers caught merely glimpses of the vast empire, or touched only upon its edges without ever dreaming of its greatness. Such was Juan de Anza, the famous captain of Tubac, who blazed the first inland trail from Sonoma to Monterey in 1776. It was de Anza, who, in October of that year, saw and named the San Joaquin River and thus gave a name to the Valley itself. In July, 1825, Captain Jedidiah Smith, an American, with a band of hunters and trappers who were ordered out of California by the Mexican Governor, was also in the San Joaquin. And, in 1835, Lieut. Gabriel Moraga explored the country from San Francisco as far south as the Merced River—"River of Mercy"—which he so named as his parched troopers drank gratefully from its cool waters. And Captain John C. Fremont, the immortal "Pathfinder," rode through the great Valley in 1844.

By none of these men were the wild men or the wild beasts of the San Joaquin seriously discomfited or disturbed. The tall, lithe Monos, prototypes of the Sioux and Iroquois, noblest of the Indians, still held to the vast, sunny ranges of the high mountains amid the great forests and the singing waterfalls, hunger unknown to them; their campfire larder always fat with the spoils of the chase.

In the lowlands were the rancherias of the

FRESNO FACTS

Some idea of the simplicity of irrigation may be gained from this view. The water is applied to the growing orchard or vineyard through furrows or in checks. Usually two irrigations a year are sufficient, but there is an abundance of water for repeated applications.

FRESNO COUNTY

Chookchancy tribe, squat people, stupid and slow—the celebrated "Digger Indian", despised and held in contempt by the white aliens who came among them. Of these there were many collateral tribes, the Wahtokes of the Kings River foothills, and others—all squat and squalid, speaking different tongues, without pride or even tradition of ancestry, and without interest in posterity. The saving and uplifting touch of the good "Padres" never reached them.

And when the white man came to stay he too found the San Joaquin Valley a "happy hunting ground." His rifle kept him well supplied with food. Huge bands of elk and antelope were everywhere to be seen. But they are to be seen no more. They have disappeared almost as completely as the redmen. Hunters and trappers did the work. The United States Government also equipped at one time

FRESNO FACTS

Fresno County affords inducements for cattle raising and dairying second to none in the State. Already one of the leading dairy counties with an annual production of 4,000,000 pounds of butter, this industry is yet in its infancy in the County.

several thousand Indians to hunt game. Deer and bear and other game still abound in the mountain regions but on the plains one gets only an occasional glimpse of an antelope along the course of the Panoche and Cantua Creeks. The elk have probably disappeared forever from the County. Smaller game is still and will perhaps always be plentiful, and the fishing in the mountain lakes and streams is not outrivaled anywhere in the world.

When one speaks of a "valley", one has in mind a place surrounded by hills and mountains and easily encompassed by the eye. But the San Joaquin is a conception far vaster than this. From north to south the San Joaquin is 250 miles in length, with an average width of 60 miles. It were an all-seeing eye, indeed, to encompass a country of this dimension. It is larger in area than several of the States of the Union. Yet it is a true valley, perfectly defined, and singularly free from topographical imperfections. It is, indeed, a geographical Amazon, amazingly big, but also amazingly beautiful.

And in the heart of the Valley of the San Joaquin lies Fresno—the Amazon's most lusty daughter; her richest, her strongest and her most comely offspring. And, as becomes a daughter of an Amazon, Fresno is also big. Within her sunny gates the gods might fling the entire State of Connecticut, or three such states as Delaware, or six Rhode Islands. And all this, too,

FRESNO FACTS

Nowhere does alfalfa yield larger crops than in Fresno County. Two and one-half millions of dollars worth of this valuable forage was raised in Fresno County last year.

FRESNO COUNTY

after she has been shorn more than once of thousands of acres of land that had been part and parcel of her strong-limbed youth. Five thousand nine hundred and seventy-six square miles of hill and lowland she encompasses within her tawny arms—nearly four million acres—a peerless principality within a peerless empire.

And it is a great thing to think that this wondrous Fresno which was a waste and unkept desert in the years that are

FRESNO FACTS

Poultry thrives in Fresno County as in few localities in the West.

The local markets alone consume all that is raised and this industry is claiming more and more the farmers' attention. It offers quick cash returns and is highly remunerative for the capital invested.

The broad grazing area of the West Side and the foothill and mountain slopes furnish feed for thousands of head of sheep and other live stock. Health conditions are ideal here. During the winter and spring months, thousands of acres of alfalfa and wild feed are available, and in the summer the higher mountain ranges supply an abundance of wild grass and tender foliage for stock.

FRESNO COUNTY

easily recalled by men still living is now a garden spot of the world—a place of shining waters, of lush fields, or orchards' bloom, of endless vineyards, trees and flowers and winding highways that lead from noble cities to green country lanes and deep pastures.

What would the Mono of the hills say now, and the Chookchancy of the wild willows in the lowland stream, were they to come back from the dim trails of the Shadowland to see the Fresno of today! And what would Padre Garces say were he to return from the wander trails of the stars to behold a transformation surpassing all belief of gods or man! The lost red tribes, the brown-robed priests, conquistadore, Argonaut and all, what were the wonder in their souls could they but hear this magic story of the magic land of Fresno, as here set down in truth that he who will may verify it in the stretch of glad days of wander under the sun and stars!

A Kingdom of Bloom created out of Desert Waste in the half of the lifetime of one man! This is the story of Fresno. From absolute non-production of the soil forty years ago to a product in this one year alone that aggregates fifty-three million dollars of the coin of the realm! Yea, this, too, is the story of Fresno!

The story of the conquest of arid lands and the waste places of the world is the greatest of all stories. And it begins always with the pioneers. So it is with the story of Fresno. We must begin with the pioneers.

It was the lure of gold that brought the first noticeable number of white men to pitch a camp and to rear a rooftree in this golden heart of the

FRESNO FACTS

One of Fresno County's typical creameries. The dairy products of Fresno County are valued at $3,353.000.00 annually.

DRYING RAISINS

heart of California. The great, mad rush of the "days of 'forty-nine", which sent the Argonauts around Cape Horn, and overland across the Rockies and the desert, and from all the shores of the Seven Seas, to California, had climbed the crest in a few short but vivid years. The like of these days the world never saw before and will never see again.

The gold diggings did not really "peter out" until 1855. For that matter, they have not yet "petered out", for California still leads in the production of gold. But, by the year 1851, the great adventure that made California the wonder of the world had felt its supreme thrill. The Argonauts were deserting their El Dorados in the American River Country. The famous camps were thinning out, and many gold-seekers were wandering farther south in the hope of new discoveries.

It was in the year 1851 that these wanderers after the golden fleece established a community in the present county of Fresno at a place which came to be called Rootville. It was on the San Joaquin River. The miners had trouble with the Indians, as a result of which the Government sent troops to protect them. At first the garrison was known as Fort Barbour, but afterward took the official name of Fort Miller in honor of the gallant colonel who commanded the troops. And the result of this, too, was that Rootville took the name of Millerton—the pioneer town, the mother city of Fresno County. For quite a span of years it was a thriving place. A courthouse built of brick and stone was erected there in 1866. But Millerton is now only a memory. Only the ghosts of the past inhabit now the scenes of its once busy activities.

In the scheme of our human existence it is most extraordinary how inevitably one thing leads to another. Stephenson set a kettle of water to boil and it led to the invention of the steam engine that revolutionized civilization. Fresno was not really important as a placer mining district, although considerable gold was taken from its streams and from dry placer claims. It did not at all compare in importance to

the famous diggings farther north that radiated from the original discovery at Coloma by Marshall, in 1848. But you shall see how the little gold camp at Millerton led on to the real wealth of Fresno, and how it came to rank this county ultimately as perhaps the greatest wealth producing section, per capita, on the face of the earth.

Beginning about 1851 the business of supplying fresh meat to the far-flung scattered mining camps south of Stockton was found to be profitable. Men engaged in this business began to drive beef on the hoof up from Southern California and even from Texas and Old Mexico. And immediately they found their cattle upon magnificent ranges, fattening like magic on the succulent wild grasses, needing no shelter, safe from any danger of thirst and free from every menace.

Wherefore, at once, Fresno County sprang into importance as a cattle country. In later years it became world-famed as such, and, even now, when it is calipered into almost countless comparatively small farms, orchards and vineyards, its cattle industry is a considerable matter. But the old days were the days of the great herds and of enormous flocks of

FRESNO FACTS

A Thompson Seedless Vineyard. The California name applied to the Sultanina Blanche or Turkish Sultana. Their annual output is 50,000 tons, while ours is but 12,000 tons. Another great opportunity for development knocking at our very doors.

sheep. And gradually these cattle herds were increased as the rich valley grasses were found abundant for fattening during the period of frequent rains. Moreover, the bottom lands and deltas of the rivers in Fresno County offered alluring prospects for permanent cattle ranches. These conditions led to the growth of small settlements such as those of Centerville and Kingston, near the present site of Laton, on the Kings River. The lower reaches of the San Joaquin in Fresno County furnished thousands of acres of perpetual feed, leading to the foundation of the famous Miller and Lux and the James cattle ranches.

Naturally, with so many opportunities for stock raising, the activities of the inhabitants drifted away from mining and the earth was no longer looked to for gold alone. Sheep inevitably followed the cattle, and, at the beginning of the 60's, many bands were brought into the county. For a number of years Fresno County increased its population only as the chance for successful stock-raising appealed to the new settlers.

Then came the next step in the development and progress of this marvelous section of the earth's surface. Even as the elk and the antelope had dwindled away, the vast herds of cattle and flocks of sheep were destined to have seen the last of their great days. The cattle kings were about to doff their crowns and descend from their thrones to give way

FRESNO FACTS

One of Fresno County's modern wineries. Over 8,000,000 gallons of wine, grape juice, and grape brandy are annually produced by the twenty-two wineries in Fresno County.

FRESNO FACTS

Forty-three thousand one hundred and fifty acres are devoted to peach raising in Fresno County. This represents a production of $2,000,000 per year. The photo shows an orchard commencing to blossom.

FRESNO FACTS

Fresno County peach trees bear so heavily that propping is frequently necessary to preserve the trees. The fertility of the soil and the ideal climatic conditions are responsible for the perfect luscious peaches which are marketed fresh, canned and dried, to better advantage possibly than in any other place in the world.

FRESNO FACTS

Thinning is necessary in Fresno peach orchards, size and quality of fruit being the first consideration. To those unaccustomed to such a sight, it hardly seems possible that any fruit remains on the trees when the ground beneath is literally carpeted with peaches, which have been pulled from the trees.

FRESNO FACTS

Drying peaches in Nature's sun room. Over 12,000 tons of dried peaches are produced in Fresno County annually, while 20,000 tons of fresh fruit is marketed through the canneries and 10,000 tons are disposed of locally or shipped to outside points to be used as table fruit.

to the ascending and conquering wheat kings. "The King is dead; long live the King." For it had been found that the planting of wheat on the bottom lands of the Kings River yielded magnificent returns. Wherefore, Fresno that had been a mining country, and afterward a cattle country, was now to become an agricultural country. This was toward the latter end of the 60's.

The profits from wheat raising in the upper San Joaquin Valley probably was what first called attention to the future value of valley lands. W. S. Chapman, a San Francisco promoter and speculator in lands, at this time first began to turn his attention to the acquisition of property in Fresno County. He was strongly backed by a grain merchant of large resources—Isaac Friedlander, of San Francisco.

Chapman was no doubt considered a wild speculator at this time. Fresno's dry plains did not look inviting, no matter what had been indicated in agricultural possibilities along its water courses. But he dreamed of values in production other than those of possible wheat raising. And he plunged every dollar he could raise into the purchase of land in Fresno County. He acquired

FRESNO FACTS *Nothing is more beautiful than the nectarine when in blossom. The nectarine is a favorite fruit with Fresno County growers and nowhere is its richness of flavor excelled. The smooth skin of the nectarine, combined with its delicious, rich, sugary, juicy flavor will eventually cause it to become one of the most popular of the stone fruits.*

PEACHES – IN QUANTITY AND QUALITY

thousands upon thousands of acres, buying through government scrip at a mere pittance. Then, in 1868, the year that Stanford, Huntington, Crocker and Hopkins built the Central Pacific railroad across the Sierra Nevada to connect with the Union Pacific and thus united the two oceans by rail, he founded his first colony. It was located near the present site of the small settlement of Borden in what has since become a portion of Madera County.

No doubt Chapman, the rich possessor of a problematical empire, had noted the first attempts, then under way, to divert water from the Kings River for irrigation. His colony near Borden was to be supplied with water taken from the Fresno River. Its waters were largely dependent upon seasons of rain and its course became dry early in the season. Whether from this cause or from others, Chapman's first venture, known as the "Alabama Settlement", was not a notable success. But its colonization had brought a large number of people from the Southern States to the Valley, and these families remained to assist in the building up of Fresno County, even as other of their kin remained in the South to reconstruct their broken fortunes following the disasters of the Great War.

Chapman, still believing in the possibilities of irrigation, joined forces with those who were at this time attempting to carry water westward onto the plains from Kings River. He likewise interested many merchants of San Francisco in the speculative values of Fresno lands. To one coterie of German investors he disposed of 80,000 acres, selling at a small profit over what the land had cost him.

The building of the Central Pacific Railroad through the San Joaquin Valley in 1872 brought about a decided change in the conditions of its inhabitants. With transportation available many new agricultural possibilities were opened. Wheat had proved a dependable crop in the northern portion of the San Joaquin Valley. With the railroad built and in operation thousands and thousands of acres were turned and planted,

reaching farther and farther south. By the end of the seventies the San Joaquin had become a veritable sea of wheat. In Fresno County for a period running well up into the eighties, wheat brought the largest returns of all its products. Quoting from an early historian: "The railroad runs through what looks to be an interminable wheat field, wheat, wheat, nothing but wheat as far as the eye can reach, over the plains in every direction until Fresno Colonies are reached. Here one man has 10,000 acres; here another 20,000 acres, all in wheat."

This condition continued for many years. The old style gang plow with its team of from ten to twelve head of horses or mules was a common sight on all sides. The ground was seldom plowed to a depth of over a few inches and seldom was the land allowed to lie fallow. The wonder is not that a point of diminishing returns was reached after some fifteen years,

FRESNO FACTS

The system of rural mail delivery reaches the farmer in all parts of the country—necessitating thirty different routes.

The class of bridge construction in Fresno County is of a permanent and architecturally beautiful character—the lower photo showing a span across the San Joaquin River.

FRESNO FACTS

The picture at top of page shows the Academy, built in the early sixties, and at that time the leading school of the county.

The Fresno City High School, in 1915. It represents one of many high schools in Fresno County. The total high school enrollment was over 2,000 in 1914. The grammar schools have over 18,000 pupils and a State Normal School Building is now in course of construction to cost $400,000.00.

FRESNO FACTS

Fresno County residences, one typical of the early sixties, and the other of 1915. It is a noteworthy fact that the country homes, as well as those in the towns and city of Fresno, are models of the modern in architecture and are built especially to meet the conditions which prevail during the summer months. Much interest is manifested by the owners in the beautifying of the grounds surrounding their homes. The remarkable growth of vegetation adds much, on account of its great variety, to the beauty of the surroundings.

FRESNO FACTS

Fresno County's first Courthouse built at Millerton in 1866 and the present Court House in the City of Fresno.

but that any land could stand such terrific drain upon the first three or four inches of its depth. Yet when the close of the wheat period was reached, so far had fruit and vine culture progressed that the overtaxed wheat lands had acquired a value, for other purposes, such as had never been dreamed of by their owners in the most glorious days of grain production.

When the railroad came, the old county seat at Millerton was struggling in the last days of its existence. The mines had ceased to produce. With the construction, in 1872, of the Central Pacific down the valley, many small stations were located along its right of way. Thus the city of Fresno was laid out, the townsite being plotted by a subsidiary land company of the railroad's promoters. The city of Fresno at its start was, therefore, little more than a tank station. But it was not destined to remain long in this condition. By 1875 it had grown to the proportions of a thriving town. The glory of Millerton had completely faded. Many of its inhabitants had scattered to smaller settlements in the county, such as Centerville, Academy and Kingston. At an election called for the choice of a new county seat in the spring of the year 1875, the new railroad town of Fresno City was designated. By the fall of this year what few of the original settlers had remained at Millerton moved bag and baggage over to the new town, in many instances tearing down and taking with

FRESNO FACTS

Fresno County stands in the lead of all the counties in the production of figs, as demonstrated by the annual production, amounting to over $200,000.00. The successful introduction of the genuine Smyrna fig sold under the name of Calimyrna in California presents an opportunity for the San Joaquin Valley to compete for the markets of the world. The annual output of Smyrna figs is 30,000 tons, as compared with California's total production of 5,000 tons—two-thirds of which are produced in Fresno County.

them the very lumber of which their buildings were constructed. Millerton became a deserted village. The solid county courthouse stood alone as a monument to its past glories.

Then began a period in the history of Fresno County marked by such progress in development as few places ever experienced. During the next ten years there was a marvelous advancement which may be definitely credited to the activities of the much maligned real estate booster. How sincere these promoters were in their belief that Fresno was destined to become a great city is of no particular consequence. The result stands as the fulfillment of a prophecy.

In the final analysis, however, it was irrigation that made Fresno County what it is today—one of the most wonderful of all the wonder spots of the world. The magical touch of living waters

FRESNO FACTS

The climate and soil of Fresno County are admirably adapted to fig culture. The dependable crops and profitable returns obtained are rapidly forcing this industry into the front rank. The lower photo shows method of fig drying—the sun's rays alone being required. There are 2,919 acres of producing trees in the County.

FRESNO FACTS

Coalinga. Population 3,000. The second largest city in the county. The thriving center of Fresno County's wonderful oil district.

Sanger. Population 2,200. Originally started as a mill site at the terminus of the Hume-Bennett Lumber Company's flume, which is fifty-six miles in length. Sanger has become a leading center of a rich fruit growing district.

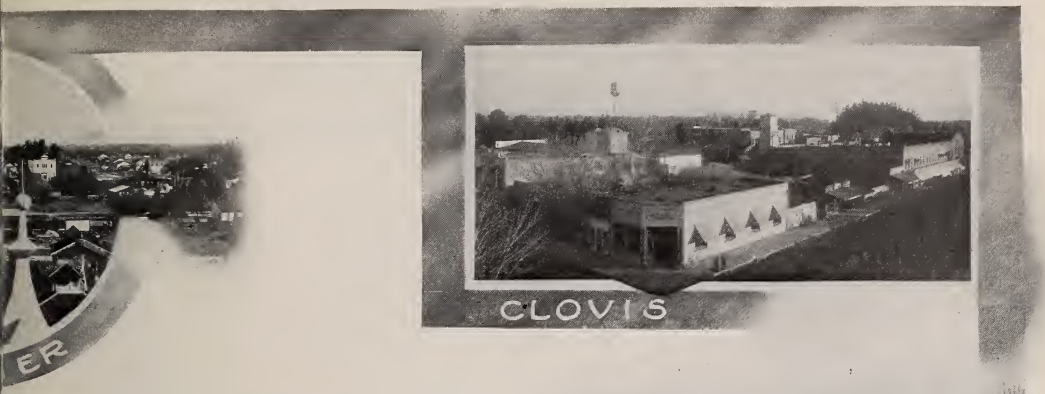
FRESNO FACTS

Kingsburg. Population 1,200. Located in a fertile district in the southern part of the county near King's River.

Reedley. Population 2,100. A town of rapid growth in the heart of the orange and table grape district.

FRESNO FACTS

Fresno largest cit and Cent



FRESNO FACTS

Clovis. Population 1,500. Originally a lumber town at the end of the Fresno Flume and Lumber Company's fifty mile flume. As in the case of Sanger, this town has become a leading fruit raising center.

Fowler. Population 1,300. Located in one of the oldest and most prosperous fruit and vine districts of the county.

Population 47,000. The the San Joaquin Valley California.

FRESNO FACTS

Selma. Population 2,500. A thriving town in the heart of the celebrated Selma peach district.

Kerman. The center of a large irrigated district devoted to alfalfa, dairying and fruit raising.

FRESNO COUNTY

upon the somber, tawny desert—this is the miracle of the West. Indeed, irrigation is the miracle of all miracles. The greatest conquest of the world's history is not the conquest of one nation by another, nor the conquest of one land by the armies of another land, nor the conquest of the mountains by the roads the Romans builded nor the railroads that the Yankee builded, nor the conquest of the waters by the sail and the steamboat, nor the conquest of the air by the airship. Had not irrigation made its conquest by far the greater portion of the earth, and at the same time the best portion of the earth, would today still be desolate—a useless arid waste.

And in the evolution and development of Fresno County everything depended upon irrigation. Had irrigation failed, there would have been no Fresno County today worthy of the historian's pen. Instead of one of the most productive areas in the world, Fresno valley lands would have represented only a dry, arid plain, lying between two rivers—a lonesome stretch of prairie across the Valley, thirty miles in width by seventy in length.

The story of how Fresno acquired its present magnificent system of canals has often

FRESNO FACTS

The remarkably fine quality, large size and productivity of the olive trees in Fresno County has demonstrated the wonderful opportunity for the future of this industry which is now only in its infancy. The total area in bearing trees is now about 600 acres, but there is every indication that within twenty years, considering the demand for ripe and green olives and olive oil, Fresno County alone will have not less than 100,000 acres devoted to olive culture.

been told. Always in the telling some one particular man has been singled out as the father of the system. Many disputes have arisen as to whom this honor is due. A careful study of the subject must lead to the belief that to no single man but to the activities of many men is Fresno County indebted for its water system. No doubt, the first attempt to divert water from a natural channel was that of Harvey Akers, on the upper Kings River, in the first half of the Sixties. Following this tapping of the river by means of a four-foot ditch, other diversions were made from the Kings, such as the Sweam ditch, and the Centerville Canal. Up to the year 1868, however, investigation shows no attempt to water other lands than those immediately adjacent to the river. At this time, the idea was first projected for leading the water westward onto the plains. Whose idea it was is by no means certain. Probably many had dreamed of the possibility.

FRESNO FACTS

Olives are harvested both ripe and green for pickling, as well as for oil. Fresno County's production at present amounts to $150,000.00 annually and will rapidly increase as additional acreage comes into bearing.

FRESNO FACTS

Churches. There are twenty-two leading religious denominations represented in Fresno County, ranging from the orthodox Christian to the Buddhist Mission. The church population represents 26,662, ministered to by 123 clergymen. Valuation of church property in 1914, $1,129,000.00.

FRESNO FACTS

The cost of living in Fresno is kept within normal bounds by a large free public market —a boon to the farmer as well as consumer. All kinds of produce is marketed, including meat, poultry and fish. The number of stands ranges from 85 to 160.

Fresno probably deserves the credit of having been the first city of consequence to establish this system of marketing in California, and it has been the cause of bringing the farmer and the consumer in closer personal touch with one another, and in addition has created a better outlet for the products of the farm at more remunerative prices to the farmer.

FRESNO COUNTY

Paralleling it and a short distance west of the river, ran a natural channel known as Fancher Creek. Its course led onto the plains in a southwesterly direction. In the rainy season its waters came from the drainage of the foothills. To connect this natural course with such ditches as had already been constructed near Centerville, was the plan adopted. The idea might have been that of M. J. Church, or of A. Y. Easterby, or again of W. S. Chapman, for these three men, with F. Roeding, a San Francisco banker, were the ones to form the first company for delivering water onto the plains, in the year 1868.

This organization took the name of the Fresno Canal and Irrigation Company. M. J. Church and A. Y. Easterby, no doubt, were the more actively engaged in the construction and widening of diversion canals during the next six or seven years, and were responsible for the connection made with the

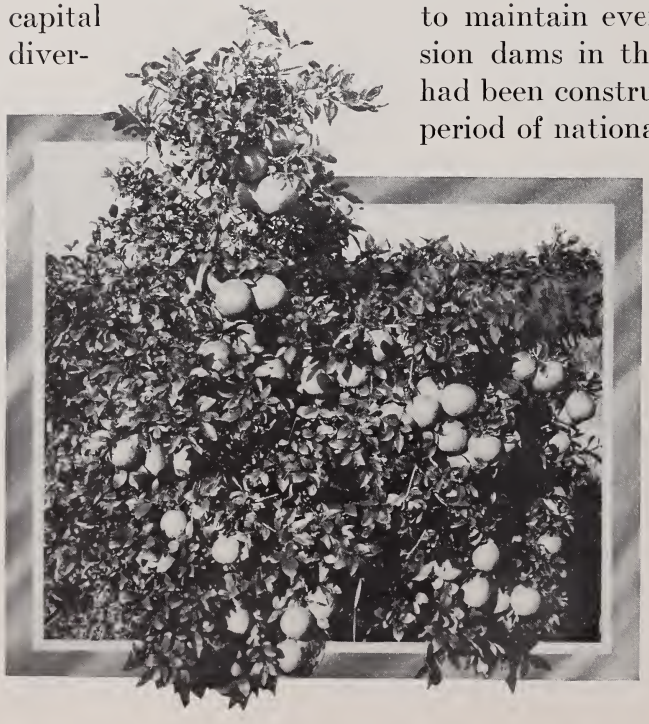
FRESNO FACTS

The photo shows a row of Wickson Plum trees in blossom. Fresno County produces annually 500 tons of plums. In addition to this, a thousand tons of dried prunes are shipped to eastern and foreign markets each season.

Fancher Creek channel. When this had been accomplished it was found practical to bring the river's waters down onto the plains within a few miles of the present city of Fresno. Water rights were sold to land owners along its course in units of a second foot to each quarter section.

Depending upon this supply for irrigation, many large ranches devoted to grain planting and stockraising were developed along the water course. Notable among these holdings were the M. J. Church ranch, afterwards subdivided into Temperance Colony; the F. T. Eisen ranch, subsequently devoted to wine grapes, and the Easterby and the Henrietta ranches. Wherever the land contours permitted, water was utilized for the irrigation of grain.

Apparently, during these first years, the Canal company made no effort to build lateral ditches or to bring under irrigation other lands than those immediately contiguous to the main channel. It was evidently very difficult to secure sufficient capital to maintain even such temporary diversion dams in the river as already had been constructed. In 1873 a period of national financial depression found the Canal Company in very hard



FRESNO FACTS

The citrus industry at present embracing over 1,850 acres, is rapidly becoming one of the leading activities. Oranges, lemons and grapefruit ripen for the earliest eastern markets and the quality is unsurpassed Fresno County has repeatedly taken prizes at the National Orange show in competition with the world's citrus fruits.

A FOOTHILL ORANGE GROVE

straits. So greatly had it fallen in debt that another two years placed it in the hands of the Nevada Bank of San Francisco, its chief creditor. The bank, however, did not consider the system a very valuable asset and sold it to M. J. Church on very reasonable and extended terms.

Church saw opportunities for selling water rights and extending the main canal system with the starting of subdivision of the Chapman lands in the Central California Colony. From 1876 to 1880 the activity in colonizing larger tracts about the City of Fresno made the sale of water rights a valuable source of income and permitted the construction of many new extensions and laterals. Yet Church overstepped his income and sold his rights too cheaply, for again in the early Eighties the system was in financial difficulties and unable to fulfill its contracts with those to whom it had agreed to deliver water. Church then determined to get rid of the burden. Through the efforts of Dr. E. B. Perrin he entered into an agreement to deliver the entire system to G. C. Cheape, an English capitalist, whom Perrin had interested in Fresno County lands. This sale called for

FRESNO FACTS

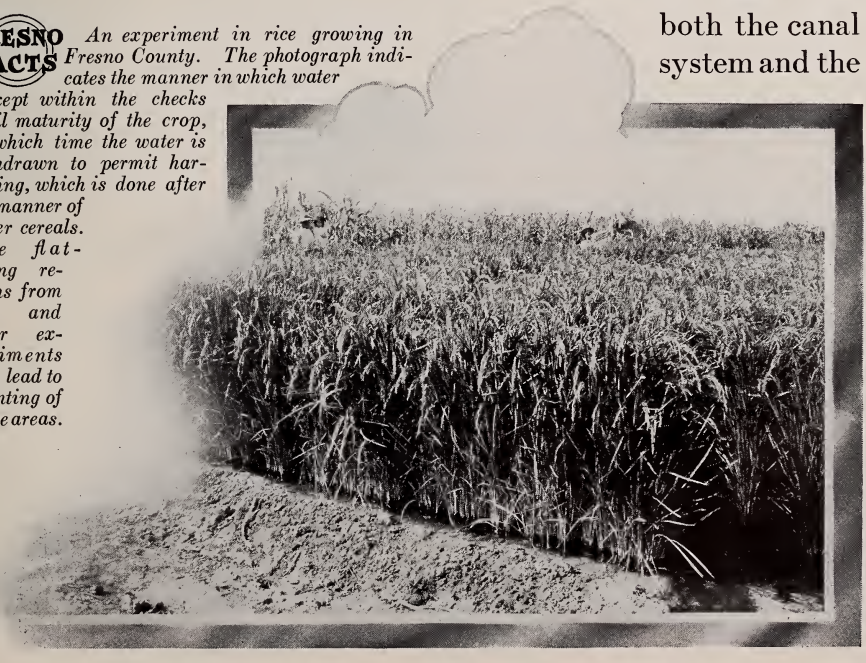
Nothing appeals to the eastern farmer more strongly than Fresno's corn products. He invariably decides that where such corn as he sees can be grown, any agricultural product will thrive.

$200,000.00. Church agreed to clear the title of all these contests which had arisen with lower Kings River riparianists. He received a first cash payment of $100,000.00 but the contests continued long after Church's death, and the balance was never paid.

Perrin, Cheape and Menzies, another English capitalist, controlled the destinies of the canal system for a number of years. From a trust company of Manchester, England, they secured the loan of a million dollars, bonding the system as security. With this money they purchased the Laguna Grant of 60,000 acres on the lower Kings River, the owners of which, claiming the waters of the river by riparian right, had been the Canal Company's most formidable contestants. It was during this period of ownership by Perrin and Cheape that a water right was sold sufficient to cover the property of the Bank of California, now known as the Kerman District.

Eventually the Manchester Trust Company was obliged to take over both the canal system and the

FRESNO FACTS *An experiment in rice growing in Fresno County. The photograph indicates the manner in which water is kept within the checks until maturity of the crop, at which time the water is withdrawn to permit harvesting, which is done after the manner of other cereals. The flattering returns from this and other experiments will lead to planting of large areas.*



FRESNO FACTS

The selection of views here shown should convey some idea of the class of suburban residences that dot the landscape throughout Fresno County. These range in size from cozy bungalows to palatial homes.

Laguna Grant, and these properties were in turn purchased by British corporations, which have continued to control them to the present day. Upon acquiring possession they succeeded in straightening out legal entanglements and establishing their rights. The entire system was put on a firm business basis, many miles of new canals and laterals were constructed. This company now controls 590 miles of main canals and 4,000 miles of lateral ditches.

While mention has been made of the diversion of water by means of the Fresno canal only, it must not be assumed that this one channel sufficed. In the growth of the system, other canals such as the Enterprise and Gould, were constructed and these today are all under one main control. Moreover, as lands were developed on the south side of the Kings River, another corporation known as the "76 Land and Water Co." made diversions from the river. The district covered was finally organized under the Wright Irrigation Act, and the private enterprise taken over. This is known as the Alta Canal System, supplying the territory about the town of Reedley. Other canals, such as the Fowler Switch, the People's Ditch, and the Liberty Canal, draw from the river under the established rights.

The year 1875 is memorable in the history of Fresno, if for no other reason than the fact that it marked the advent

FRESNO FACTS

Vegetable gardening in Fresno County is claiming the attention of the farmer more and more, owing to the ever eager markets for everything raised. The photo shows a field of diversified vegetable garden products.

into the activities of the County of a man named Bernard Marks. It was Marks who undertook to create the first subdivision of lands in this section. There have been many subdivisions since and there will be many more in the years to come, but Marks was the first subdivider. The very history of his career proves him to have been a man who always had a vision. He was a gold miner in the early days, he was self-educated, he taught school in San Francisco, and after that went back again to mining. He made fortunes and lost them and made them again. And at last he drifted down from the north to Fresno, where he met with Mr. Chapman, who was the first real believer in the destinies of the Fresno region.

Marks had a scheme and it fitted nicely with certain plans Chapman himself had in mind. This scheme of Marks resulted in the formation of Fresno's first subdivision of farming lands. It consisted of a tract six miles square located south of the growing town of Fresno and was given the name of Central California Colony. Avenues were laid out and fruit and shade trees planted along the roadways. The sections were plotted into twenty-three twenty-acre parcels. Water for irrigation was to be furnished by extending the Canal system from its terminus on the Henrietta Rancho some three miles distant. The particular job set aside for Marks was to secure settlers for this new colony on a sale basis of $25.00 per acre. Marks' varied experiences and wide acquaintance in the northern portion of the State eminently fitted him for this task. Within a year a great number of settlers were on the ground taking the first steps to found country homes.

These first settlers passed many an unhappy hour. Their dreams of future wealth experienced some rude shocks. The extension of the canal system did not go forward on schedule. The planting of trees and vines minus water to keep them alive was a disheartening struggle. Many there were, of the old settlers of Fresno, to whom the Marks and Chapman subdivision appeared only as a gigantic swindle.

Short of capital for ditch construction, dealing with a main canal system already heavily involved both in debt and

A TYPICAL DAIRY HERD

in endless litigation, Chapman himself began to question whether Marks had not led him into a venture doomed to end in failure. But still the enterprise went forward as best it could. Gradually the stumbling blocks were removed; water was delivered and success began to reward the efforts of the settlers. As the years passed the demonstration of the wonderful productiveness of Fresno's once arid plains became an acknowledged fact. All were willing now to concede that the dry areas about Fresno had a future better than that of grazing lands. Chapman and Marks were no longer swindlers but benefactors to mankind. A new era in Fresno County's history was beginning. By the year 1880 things were booming.

The planting of vines and trees in the Central California Colony had not been undertaken as an untried experiment. Since its earliest history vines and trees had shown remarkable growth and productiveness in Fresno County wherever water for irrigation was obtainable. Along the course of Fancher Creek, a portion of the property of F. T. Eisen had been planted to vines as early as 1873. The varieties had been selected for the purpose of wine making. But the efforts during the first few years had met with tremendous discouragement and the Marks and Chapman venture had been launched before Eisen

FRESNO FACTS

The winter season is experienced only in the high mountain districts of the County. Here in the magnificent timber belt within a few hours' ride by train or automobile from the Valley, one encounters scenery of unsurpassed beauty and grandeur.

FRESNO COUNTY

had already acquired any notable production of fruit. Among many other foreign varieties planted in the Eisen vineyard, were the Muscat and the Malaga. As these vines bore fruit it was found that they produced heavily and that climatic conditions during the fall of the year offered exceptional opportunities for curing the berries into raisins. Yet up to this time there had been no noteworthy attempt to produce raisins as a commodity for market. A few were dried on the Eisen vineyard in 1876 and for a few years thereafter, and such as were offered found a ready sale in San Francisco.

In Fresno County the first raisins grown from a strictly raisin vineyard as a commercial enterprise were no doubt those produced by Mr. T. C. White, on his place in Central California Colony. Mr. White had secured his vines from the Blower Vineyard in Yolo County where for a number of years propagation from cuttings had been carried on. By the latter part of the Seventies, White's vineyard was in bearing, and with cuttings secured from it many another raisin vineyard was planted. By the beginning of the next decade Mr. White was convinced of the future of the raisin in Fresno County. In an article appearing in the local

FRESNO FACTS

The photo shows one of the numerous mountain lakes in the high Sierras of Fresno County, in which the rivers have their source. About these lakes high mountain peaks rear their lofty crests — Mt. Goddard being the highest of these with an altitude of 13,555 feet. The high Sierra range conserves the snow which guarantees a perpetual water supply.

press he pointed out to other fruit growers the value of raisin grapes, when cured, as opposed to their sale for wine making. In reporting his success he was able to show returns from the market of one hundred and thirty-five dollars a ton. This demonstration indicated the possibilities of the raisin industry. From that time on Fresno County became an established fruit producing section, and of all varieties which attracted the newcomer the raisin grape held pre-eminence.

And it was then that pioneering in Fresno may be said to

FRESNO FACTS

Fresno County has 2,000,000,000 feet of standing timber; 70,000.000 feet of lumber is cut and shipped annually. The accompanying views show methods of logging and the flumes through which much of the lumber is conveyed to mills over fifty miles away in the Valley.

FRESNO COUNTY

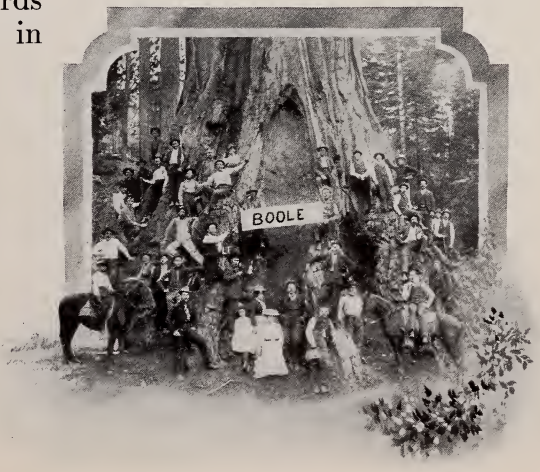
have ended. Who came after that came not to participate in an experiment, but to attach himself to a proved, permanent and settled community. The progress, development and growth of Fresno County during the ten years following the year 1880, and throughout the years that have followed since, have been so amazing as to fairly stagger the imagination.

The Fresno County of today is first of all a stupendously successful agricultural section. Almost everything that can be grown from the soil between the Arctic and the Torrid zones, and including them both, can be and is grown in Fresno County. From an elevation of thirteen thousand feet in the Sierra Nevada mountains on the east down to the sea level trough of the San Joaquin Valley, and up again to an altitude of nearly five thousand feet in the Coast Range, there is climate fitted to every demand of agriculture.

The fame of her raisin vineyards has been sung around the globe, and from the modest beginning in the late Seventies this industry developed and reached out in all directions until the vineyards of today are the wonder and admiration of all who visit this fair clime. Through the dormant season, by courtesy alone called winter, their leafless ranks extend in soldierly precision mile after mile—an endless army, silent and somber. Yet, with the advent of March, when all life begins to respond to Nature's caress, this vast army is suddenly transformed into limitless seas of green. But it is not for beauty alone that Fresno's vineyards are noted. The dwellers in

FRESNO FACTS

The "Boole" Tree. One of the gigantic California Redwoods (Sequoia gigantea), growing in the Fresno County timber belt and reputed to be the largest tree in the world. It measures 306 feet in height, is 30 feet in diameter, 10 feet above the ground and has been estimated to contain 250,000 feet of marketable timber.



this land of plenty take annually from their vines twelve million dollars worth of products.

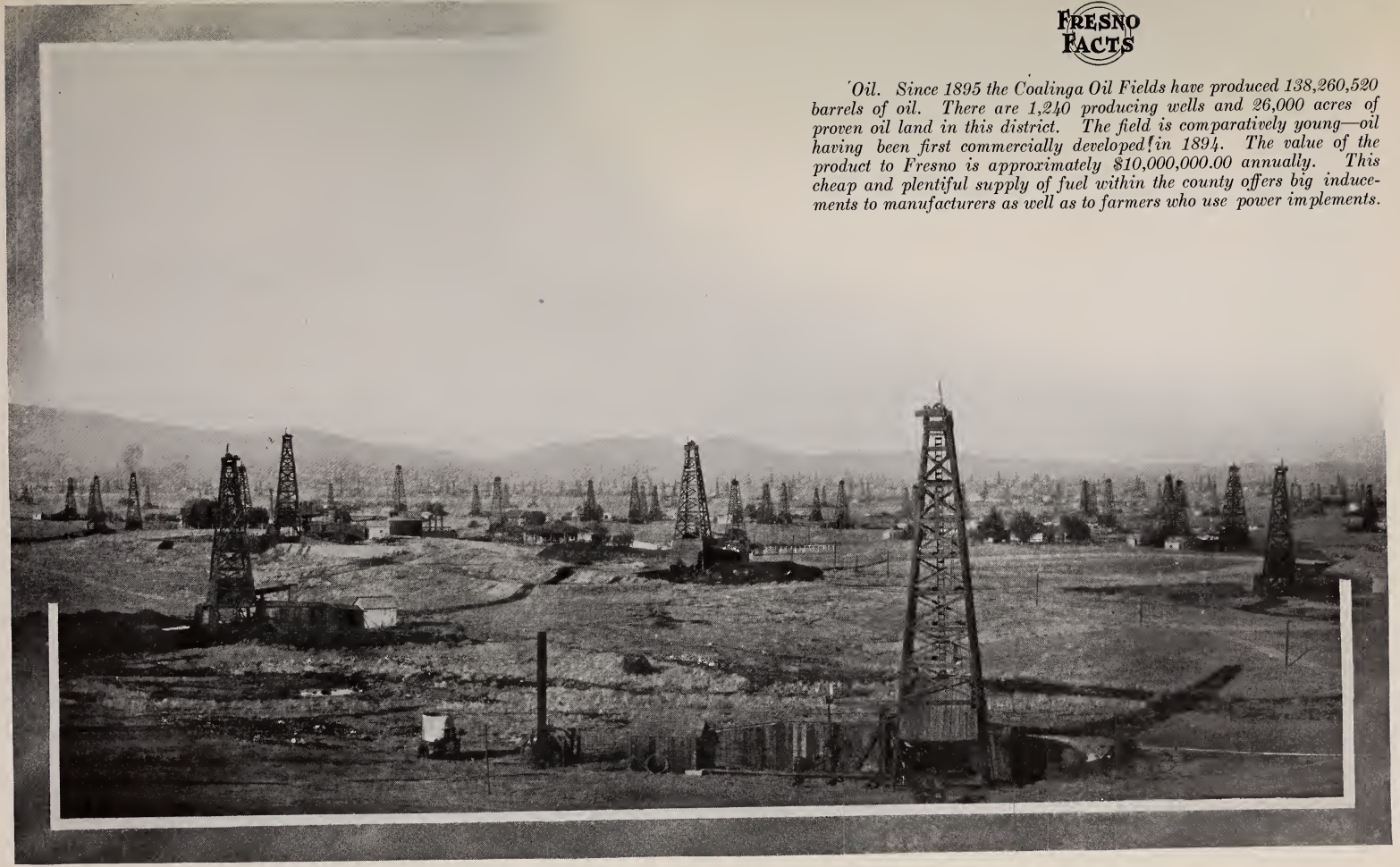
Many there are to whom the mention of Fresno's vineyards brings to mind her orchards also, for the two seem inseparable. Nowhere else do peaches grow and thrive and produce better, and nowhere else does nature offer more assistance in the maturing and harvesting of this crop. Fresno's dried peaches—cured in the warm, pure air of her great out-of-doors—have become almost as well known as her raisins. Twelve thousand tons of dried peaches does this one County produce annually, and yet there remains a surplus of over a thousand carloads of fruit which the canneries throughout the State eagerly and quickly convert into table fruit of the rarest quality. Here, in the springtime, the snowy flowers of the plum trees may be seen; there the beautiful pink of nectarine blossoms, and on every hand the honey-laden apricot bloom, all giving beautiful testimony to the fact that other fruits beside peaches go to make up the total of two and one-quarter million dollars, which the horticulturists in this county receive each season as a reward for their efforts. The fig and the olive, too, find here a rare

FRESNO FACTS

This photo shows a portion of the quarry at Academy from which granite of a very superior quality is being taken. The building resources of the County have hardly been touched, although one of the largest rock crushing plants in the West is located at Piedra, from which the Santa Fe Railway secures material for the ballasting of its entire system between Bakersfield and Point Richmond.

FRESNO FACTS

Oil. Since 1895 the Coalinga Oil Fields have produced 138,260,520 barrels of oil. There are 1,240 producing wells and 26,000 acres of proven oil land in this district. The field is comparatively young—oil having been first commercially developed in 1894. The value of the product to Fresno is approximately $10,000,000.00 annually. This cheap and plentiful supply of fuel within the county offers big inducements to manufacturers as well as to farmers who use power implements.



combination of soil and climate and shelter that insures a marvelous production, and these two fruits annually increase the farmers' wealth by one-third of a million dollars.

What, more fruit? Yes. Out beyond the vineyards and orchards, just where the hills begin to rear their gaunt forms above the plain, in many a cove and dell, on many a balmy slope and many a sheltered mesa, grow the citrus fruits—oranges, lemons and pomelos—of a quality and flavor and color not excelled anywhere in the universe. Only of late years has this industry begun to claim a fair number of devotees, and yet this county's citrus fruit crop exceeds in value two and one-quarter million dollars annually.

And thus might one continue, and make mention of corn and maize by the hundreds of acres; of melons and vegetables; of berries, and of honey and apples and pomegranates and quinces; of alfalfa, valued at two and one-half million dollars each season; of wheat and barley and oats, almost beyond the power of man to count or measure. Surely the old Promised Land could have offered no greater attraction to the hungry Israelites than this new land of promise and fulfillment offers to all who would come within her hospitable borders.

But Fresno County is far more than an agricultural section—far more than a land of vineyards, deciduous orchards and citrus groves. Its mineral wealth is almost fabulous. The foothills along the western boundary of the county are rich in deposits of gypsum and cinnabar and sandstone. Here, too,

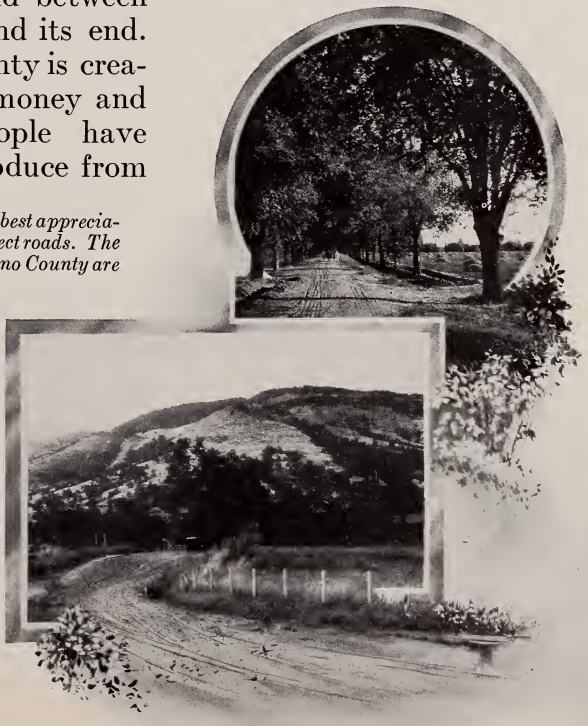
FRESNO FACTS *Kearney Drive, near Fresno City, one of Fresno County's famous avenues, extending for eight miles from Fresno City through a beautiful country to Kearney Park, a handsome estate of 5,240 acres bequeathed in 1910 to the University of California as an experimental farm. This avenue is regarded by experts as being one of the most strikingly beautiful in the world. It is lined with eucalyptus and California fan palms, interspersed with oleanders and pampas grass. In the summer months when the oleanders are loaded with bloom and the pampas are covered with their wealth of plumes, the combination of colors with the stately palms and the graceful eucalypts is a sight once seen, that is not soon forgotten.*

are located the wonderful Coalinga Oil Fields, from which radiate the great pipe lines that carry the crude oil to the cities along the bay. The Coalinga Oil Fields alone produce values to the amount of ten million dollars a year.

The Sierra Nevada mountains have always been famous for their minerals, and besides gold there are almost inexhaustible supplies of iron and copper, and of granite and magnesite and chromite.

Fresno County's butter and other dairy products, which are valued at four million dollars per annum, are deserving of more than passing notice. Her lumber and timber products, too, are vast and varied and represent an income of four and one-half million dollars per year, and it is these agricultural and mineral products, the fruit and stock-raising industries, dairying, general farming and manufacturing which combine to produce the more than fifty million dollars per annum that the less than one hundred thousand inhabitants of Fresno County pour into the coffers of the world between the year's beginning and its end.

Today Fresno County is creating a wealth both of money and civilization. Her people have learned not only to produce from



FRESNO FACTS *The beauty of a country is best appreciated when traveling over perfect roads. The auto drives throughout Fresno County are always a delight. The state highway, costing $18,000,000.00, traverses Fresno County from north to south, connecting with the principal cities of California.*

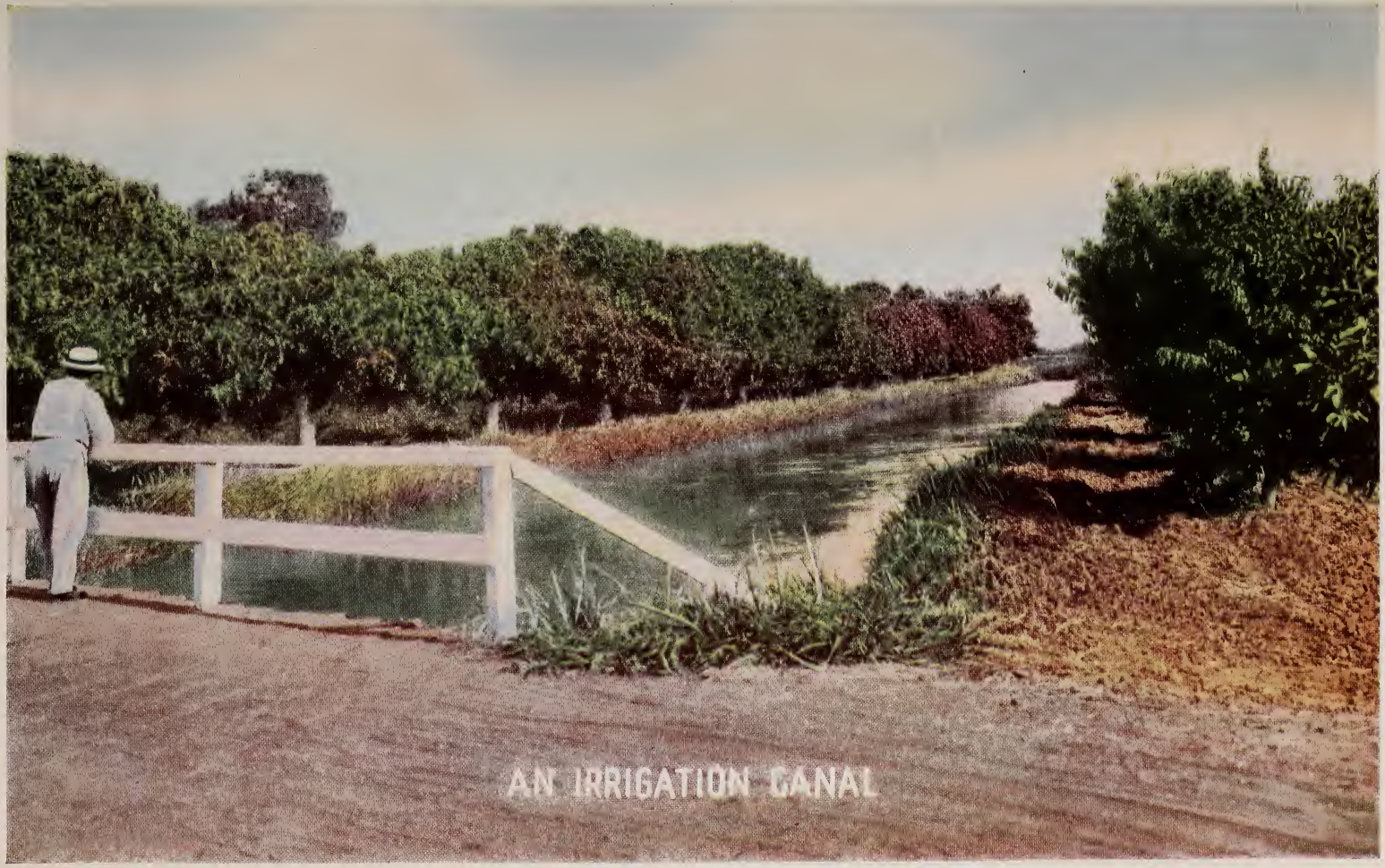
The mountain resorts of Fresno are famous. In a four hour ride, either by rail or automobile, the higher mountain ranges are readily accessible in the summer months, making it possible to enjoy all the delights of a summer outing. The pines, rushing torrents and quiet, restful meadows contribute their share to make the rugged Sierra Nevada Mountains attractive to both the visitors and the residents of the Valley.

the soil in a scientific way, but they have learned also how to market their products scientifically. These facts can be amply demonstrated by any one who visits Fresno to behold her marvelous orchards and vineyards, her dairy farms and her almost numberless other small farms upon which every branch of agriculture is successfully pursued and where community life is at its best and one family is in close social touch with another in that ideal human existence which is possible only to those who derive their livelihood from the soil; and where also the producer secures to himself the certainty of returns for his labor through that marvelous system of marketing of which the California Associated Raisin Company is the first and best example of its kind.

Fresno County is today a bright, sunlit land of wondrous homes and thriving cities, with the city of Fresno as the undisputed metropolis of the unrivaled Valley of the San Joaquin. The man who goes there now to rear a new rooftree encounters

FRESNO FACTS

Once the County of Fresno resembled a vast sea of wheat. Though the greater part of this area has given way to more intensive and higher class fruit culture, Fresno still devotes a large acreage to grain.



AN IRRIGATION CANAL

no hazard except the hazard of unfitness to succeed amid the bounty of Nature and the goodness of Nature's God.

The story of Fresno as here written is all the more marvelous because it is true. Much more could be written, but it might perhaps better be left to the pen of the local historian. Many a name which deserves mention here must be left to the praise of another pen. Many a deed and many a brave struggle that is here unrecorded is still enshrined in the hearts of Fresno's people now and forever. It is the tale of a magic land that we have thus falteringly told—a land of milk and honey, and corn and wine, almost without a rival in all the world today, and destined to be peerless in the years to come.

FRESNO FACTS

While the manufacturing districts of Fresno County are largely devoted to converting horticultural products into marketable form, there is every indication of greater possibilities in this direction under the stimulus of cheap oil for fuel and an ideal location in the hub of the State.

Railroad facilities are unexcelled, two competing lines are now in operation, with every possibility of further competition because of the fact that Fresno already ranks as the third diversified shipping point in the State of California.

The photographs show:

The largest Ice Cream factory in the State of California, operated by the Benham Ice Cream Company. This plant is built entirely of reinforced concrete and its distribution extends from Stockton to Bakersfield. In 1914, its output was 140,000 gallons of Ice Cream.

Plants 5 and 6 of the Pacific Coast Seeded Raisin Company, having a capacity of 14 cars of 18 tons each daily, of Seeded Raisins—all of which are packed in 12 and 16 ounce cartons.

The cannery of Libby, McNeil & Libby, located in Selma, from which was shipped in 1914, 300,000 cases of canned fruit representing 7,200,000 cans of 2½ pounds each.

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FRESNO FACTS

THIS booklet has been compiled under the direction of the Fresno County Expositions Commission and presents as near as possible, a correct brief survey of the past history and present condition and possibilities of Fresno County. Your particular attention is called to the fact that all statements made herein are capable of verification to the fullest possible extent—and that "Fresno Facts" are Fresno facts in every sense of the term. Many things have been under-stated rather than otherwise in order to avoid any possible appearance of exaggeration.

It is the intention of this booklet to give the prospective settler an accurate idea of the exact conditions prevailing in this County. We want you to know the wealth of opportunities in almost every line of endeavor that await you in "The Hub County of the Golden State." If any minor errors or mis-statements have inadvertently crept into this booklet, they will be found to be due to the impossibility of securing authentic details within the limited time at the disposal of the committee.

FOR FURTHER INFORMATION ADDRESS

FRESNO COUNTY EXPOSITIONS COMMISSION

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